

**REMARKS**

Claims 1-4, 10, 13, 15-18, 20, 23-27, 29, 30, 41-43 and 45-46 are pending in this application. By this Amendment, claims 1, 18 and 20 are amended and new claims 45-46 are added. Various amendments are made for clarity and are unrelated to issues of patentability.

The Office Action rejects claims 1-4, 10, 13, 15-18, 20, 23-27, 29-30 and 41-43 under 35 U.S.C. §103(a) over U.S. Patent Publication 2006/0052090 to Behr et al. (hereafter Behr) and further in view of newly-cited U.S. Patent Publication 2003/0208409 to Mault. The rejection is respectfully traversed with respect to the pending claims.

The applied references do not teach or suggest all the features of independent claim 1. More specifically, Behr does not teach or suggest transmitting the searched content to the mobile terminal, the transmitted content including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current location of the mobile terminal, as recited in independent claim 1. The Office Action cites Behr's paragraphs [0070] and [0133]-[0134] for these features.

The cited paragraph [0070] merely discloses that different queries may be made, such as a route query, a point of interest query, a language query or a metro area query. In response to the query, a response such as a calculated route or points of interest may be provided. See paragraph [0071] and FIG. 2, steps 114, 116 and 118. Paragraph [0072] also states that the formatted response includes control and data bits where the data specifies the information, such as route guidance information, to fulfill the query. Route guidance information, a calculated route and/or points of interest do not teach or suggest conversation multimedia and/or conversation

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multimedia relevant to a particular business, a particular building or a particular public place of the current location of the mobile terminal. See, for example, paragraphs [0077]-[0078] of the present specification for examples of the conversation multimedia. Furthermore, paragraphs [0133]-[0134] of Behr relate to directions when driving. This does not teach or suggest conversation multimedia relevant to a particular business, a particular building or a particular public place of a current location of the mobile terminal. Still further, Behr's paragraphs [0133]-[0134] disclose an instruction to turn left and/or turn right and an indication of a distance. This does not teach or suggest conversation multimedia relevant to a particular business, a particular building or a particular public place of a current location of the mobile terminal.

The Office Action also states that Behr teaches the claimed transmitting a menu listing a plurality of situations corresponding to the determined particular business, the determined particular building or the determined particular public place. However, Behr's cited paragraphs [0070], [0133]-[0144] do not teach or suggest transmitting a menu to the mobile terminal, the menu providing a list of a plurality of situations corresponding to the determined particular business, the determined particular building or the determined particular public place, as recited in independent claim 1. Rather, Behr's paragraph [0070] describes a query and paragraphs [0133]-[0144] relate to directions. None of the cited paragraphs relate to transmitting a menu to the mobile terminal, the menu providing a list of a plurality of situations corresponding to the determined particular business, the determined particular building or the determined particular public place.

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The Office Action also cites Behr's paragraphs [0070] and [0133]-[0144] and FIGs. 40 and 41 as teaching displaying the menu listing the plurality of situations on the mobile terminal. However, the cited sections and figures do not teach or suggest displaying a menu and the list of a plurality of situations, as recited in independent claim 1. FIGs. 40 and 41 do not teach or suggest a displayed list of a plurality of situations.

The applied references also do not teach or suggest transmitting, when a specific one of the situations is selected from the displayed menu and the displayed list of the plurality of situations on the mobile terminal, at least one conversation multimedia phrase to the mobile terminal, the at least one conversation multimedia phrase corresponding to the selected specific one of the situations from the displayed menu and the displayed list, as recited in independent claim 1.

The Office Action states that Behr does not specifically teach transmitting, when a specific one of the situations is selected from the displayed menu on the mobile terminal. The Office Action then cites the Mault publication as teaching these features. However, the Mault publication is not prior art to the present application under 35 U.S.C. §102(e). That is, the present application claims priority from Korean Application No. 2001-1155, filed January 9, 2001. A verified English language translation of the Korean priority document is attached. It is respectfully submitted that each of the rejected claims is supported by the Korean priority document. The Korean priority date predates Mault's PCT/U.S. filing date of April 30, 2001. Thus, the Mault publication is not prior art to the present application under 35 U.S.C. §102(e).

Applicant has further reviewed Mault's U.S. Provisional Application No. 60/200,428, filed April 28, 2000 (hereafter the Mault Provisional Application). The Mault Provisional Application does not teach or suggest the features alleged in the Office Action that are allegedly disclosed in the Mault publication.

The Mault Provisional Application does not teach or suggest transmitting, when a specific one of the situations is selected from the displayed menu and the displayed list of the plurality of situations on the mobile terminal, at least one conversation multimedia phrase to the mobile terminal. At best, the Mault Provisional Application merely discloses that a PDA may request and receive menu and nutritional information from a device or a remote computer via the internet. See page 4, second full paragraph. Different information may then be displayed based on the received menu and nutritional information. Accordingly, the Mault Provisional Application does not teach or suggest transmitting, when a specific one of the situations is selected from a displayed menu and the displayed list of the plurality of situations, at least one conversation multimedia phrase. That is, the Mault Provisional Application does not suggest selecting a situation and/or transmitting to the mobile terminal in response to the selected situation. Furthermore, the Mault Provisional Application does not teach or suggest transmitting a multimedia phrase to a mobile terminal, as recited in independent claim 1. FIGs. 2-4 of the Mault Provisional Application do not suggest multimedia phrases and/or a displayed list of a plurality of situations. Even further, the Mault Provisional Application does not teach or suggest the transmission of a menu providing a list of a plurality of situations, displaying the menu and

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the list and the transmitting when a specific one of the situations is selected from a displayed menu and the displayed list of the plurality of situations.

For at the reasons set forth above, Behr and Mault (including the Mault Provisional Application) do not teach or suggest all the features of independent claim 1. Thus, independent claim 1 defines patentable subject matter.

Independent claim 10 recites transmitting the multimedia data to the mobile terminal, the transmitted multimedia data including a plurality of English conversation multimedia phrases relating to a plurality of conversations at one of a business or a building corresponding to the registered final location of the tracked specific mobile terminal, wherein the plurality of English conversation multimedia phrases comprise a plurality of phrases to be used at the one of the business or the building corresponding to the registered final location of the tracked specific mobile terminal.

For at least similar reasons set forth above, the applied references do not teach or suggest at least these features of independent claim 10. The Office Action cites Behr's paragraphs [0041], [0043], [0054], [0070], [0080], and [0133]-[0144] as disclosing the claimed transmitting multimedia data including English conversation multimedia phrases. However, the cited sections do not teach or suggest a plurality of English conversation multimedia phrases relating to a plurality of conversations. Further, the cited sections do not teach or suggest a plurality of phrases to be used at the one of the business or the building corresponding to the registered final location of the tracked specific mobile terminal.

The Office Action (on page 6) states that Behr does not disclose conversation multimedia phrases comprising phrases to be used at one of a business or building corresponding to a registered final location. As stated above, the Mault publication is not prior art to the present application under 35 U.S.C. §102(e). Further, the Mault Provisional Application does not teach or suggest the features of independent claim 10 missing from Behr. More specifically, the Mault Provisional Application does not teach or suggest that the plurality of English conversation multimedia phrases transmitted to the mobile terminal comprise a plurality of phrases. Additionally, the Mault Provisional Application does not teach or suggest transmitting a plurality of phrases to be used at the one of the business or the building corresponding to the registered final location.

Accordingly, the applied references do not teach or suggest all the features of independent claim 10. Thus, independent claim 10 defines patentable subject matter.

Independent claim 18 recites transmitting a plurality of English language conversation multimedia phrases to the mobile terminal, the plurality of English language conversation multimedia phrases including a plurality of conversations relevant to the specific location of the mobile terminal. Independent claim 18 also recites that transmitting the plurality of English language conversation multimedia phrases to the mobile terminal comprises: transmitting a menu and a list to the mobile terminal and displaying the list, the displayed list of the plurality of situations corresponding to the determined specific location, and transmitting to the mobile terminal, when a specific one of the situations is selected from the displayed list on the mobile

terminal, the English language conversation multimedia phrase corresponding to the selected specific one of the situations from the displayed list on the mobile terminal.

For at least the reasons set forth above, the applied references do not teach or suggest at least these features of independent claim 18. Thus, independent claim 18 defines patentable subject matter.

Independent claim 23 recites storing a plurality of English conversation multimedia phrases relating to a plurality of conversations relevant to a restaurant. Independent claim 23 also recites transmitting a selected one of the plurality of the restaurant related English conversation multimedia phrases to the mobile terminal when it is determined that the present location of the mobile terminal is a restaurant. Independent claim 23 also recites that the stored restaurant related English conversation multimedia phrases include a plurality of first situation multimedia data for ordering meals, a plurality of second situation multimedia data for dining at the restaurant, and a plurality of third situation multimedia data for paying a bill at the restaurant, and wherein one of the first, second, and third situation multimedia data selected from the mobile terminal is transmitted to the mobile terminal.

For at least the reasons set forth above, the applied references do not teach or suggest at least these features of independent claim 23. The Office Action (on page 10) states that Behr's paragraphs [0041], [0043], [0064], [0070], [0080], and [0133]-[0144] disclose storing a plurality of English conversation multimedia phrases relating to a plurality of conversations relevant to a restaurant. However, none of Behr's cited paragraphs relate to English conversation multimedia phrases relating to a plurality of conversations relevant to a restaurant. The Office Action also

appears to state that the Mault publication discloses the claimed situation multimedia data. However, as stated above, the Mault publication is not prior art to the present application under 35 U.S.C. §102(e). Further, the Mault Provisional Application does not teach or suggest the claimed plurality of first situation multimedia data, the plurality of second situation multimedia data, the plurality of third situation multimedia data and the plurality of fourth situation multimedia data. Thus, independent claim 23 defines patentable subject matter.

For at least the reasons set forth above, each of independent claims 1, 10, 18 and 23 defines patentable subject matter. Each of the dependent claims depends from one of the independent claims and therefore defines patentable subject matter at least for this reason. In addition, the dependent claims recite features that further and independently distinguish over the applied references.

For example, dependent claim 16 recites that the multimedia data comprises packet data having video data representing virtual situations for each of a plurality of sites, audio data representing conversations pertaining to the virtual situations, and text data expressing a text transcription of conversation contents of the audio data. The Office Action (on page 7) cites Behr's paragraphs [0070], [0133]-[0134] for these features. However, there is no suggestion in the cited paragraphs for the claimed video data, audio data and text data. Accordingly, the applied references do not teach or suggest these features of dependent claim 16. Thus, dependent claim 16 defines patentable subject matter at least for this additional reason.

Still further, dependent claim 17 recites that the audio data is presented in a first language and the text data is presented in a second language. The Office Action cites Behr's paragraphs



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[0070] and [0133]-[0134] for these features. However, the cited paragraphs do not suggest the claimed audio data and text data. Accordingly, the applied references do not teach or suggest these features of dependent claim 17. Thus, dependent claim 17 defines patentable subject matter at least for this additional reason.

Dependent claim 20 recites that the menu is displayed on the mobile terminal, a menu item for a desired situation is selected by a user, a video and a conversation audio reproducing the selected menu item are played, and a transcription of the audio is displayed as text on the mobile terminal. The Office Action cites Behr's paragraphs [0064], [0070] and [0133]-[0144] for these features. However, the cited paragraphs do not suggest the claimed video and conversation audio and transcription. Accordingly, the applied references do not teach or suggest these features of dependent claim 20. Thus, dependent claim 20 defines patentable subject matter at least for this additional reason.

Additionally, dependent claim 45 recites that the plurality of English conversation multimedia phrases are classified into a first situation multimedia data for ordering meals, a second situation multimedia data for dining at a restaurant, and a third situation multimedia data for paying a bill at a restaurant. See also dependent claim 46. The applied references do not teach or suggest at least these features for at least the reasons set forth above with respect to independent claim 23. Thus, dependent claims 45-46 define patentable subject matter at least for this additional reason.

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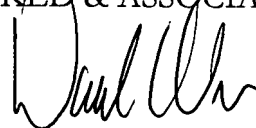
Docket No. **K-0369**

**CONCLUSION**

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance of claims 1-4, 10, 13, 15-18, 20, 23-27, 29, 30, 41-43 and 45-46 are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
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